

SOCIAL ENTERPRISE STAND-UP PROJECT

The Social Enterprise Stand-up Project (SESP) brought together passionate and dedicated actors to strengthen Queensland's Social Enterprise (Soцент) sector.

Over 6 months, collaborators worked together with the belief that good strategy comes from listening to diverse voices.



Queensland Social
Enterprise Council



englishfamily
FOUNDATION



LOOMIO NAVIGATORS' COMMUNITY

Online platform built to capture sector ideas and inputs

1

ECOSYSTEM MAP & LIVING DATABASE

Data about the sector ecosystem was collected throughout the project

2

UNCONFERENCE & NETWORKING EVENTS

A series of events were conducted and the *Unconference* was established

3

STATE OF IMPACT SURVEY

Survey designed to identify the sector's tone and priorities

4



WHY

To strengthen the growth of the Queensland Soцент sector

WHO

The QSEC community, Navigators, Griffith University staff and student volunteers

WHAT

1. Engage and connect Queensland Social Enterprise sector
2. Gather data, grow profile and use learnings
3. Facilitate development of growth strategy

HOW



SURVEY SNAPSHOTS

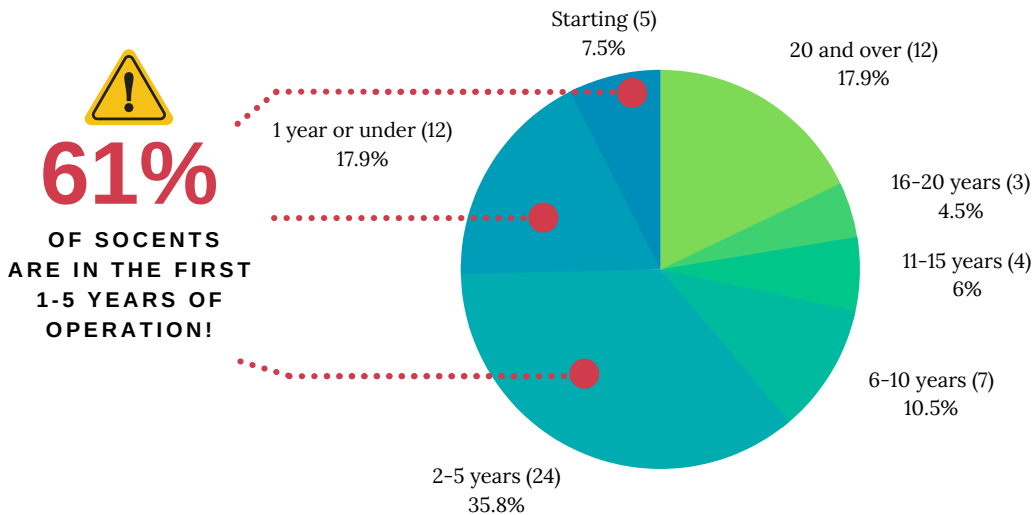
TOP 5 SOCENT INDUSTRIES:

- 1 Education
- 2 Arts, Culture or Creative Industries
- 3 Information, Consultancy & Support Services
- 4 Training & Employment
- 5 Health & Social Assistance



AGE RANGES OF THE ORGANISATIONS:

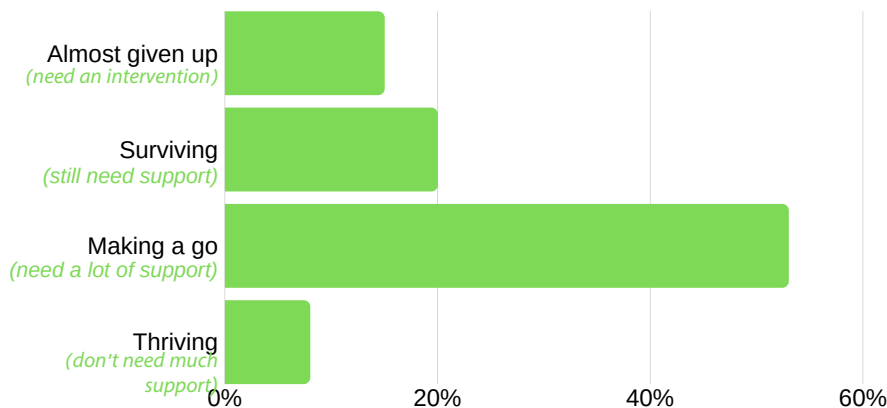
In the sample based on 67 participants (n=67)



61%
OF SOCENTS
ARE IN THE FIRST
1-5 YEARS OF
OPERATION!



ORGANISATION DEVELOPMENT PHASE:



92% of participating Socents need support...
What do they need?

TOP 3 STRATEGIES THAT WOULD BENEFIT ORGANISATIONS:

1 More effective communicating and marketing (promotions) (29)

2 Better awareness of market access (stable procurement and contract options) (23)

3 Better access to financial support systems (impact investment, capital, funding etc.) (22)

SUPPORT REQUIRED:

FEDERAL LEVEL



structure social enterprise tax work funding
development recognition social
support impact

STATE LEVEL



social procurement funding support

LOCAL LEVEL



spaces businesses access local support
awareness procurement social funding

SESP INSIGHTS:

- ✓ Opportunities to increase self-determination and self-sufficiency
- ✓ Build networks: local and regional ecosystem mapping; regularly updated to help identify gaps and opportunities
- ✓ Collaboration between different 'tribes' and mentorship within SE community
- ✓ Realistic and sustainable procurement and investment/funding opportunities
- ✓ Commercial capability development for SE practitioners/leaders/entrepreneurs
- ✓ Impact measurement is crucial and assists organisations to demonstrate their value add to access funding, investment and commercial point of difference *(With 48% of the survey population identifying there is a lack of affordable approaches to social impact measurement, there is an opportunity for sector support in this area)*



QSEC ACTIONS:

- 1** Continue to work with members to build sector development and advocacy to influence Government policy at all levels
- 2** Assist in the development of a sector strategy and member services to:
 1. Engage diverse voices
 2. Promote the sector
 3. Develop member services and systems to support collaboration and self-determination
 4. Encourage regional events, activities and support the Social Enterprise World Forum bid
 5. Foster market depth for Socents
- 3** Continue to work with partners to further refine the ecosystem mapping tool to identify gaps and develop knowledge and services to support capability building (measurement tools, models, training opportunities and frameworks etc.)

